

## Event Management Genre according to Julia Rutherford Silvers

<b>Business &amp; Corporate Events</b>	Any event that supports business objectives, including management functions, corporate communications, training, marketing, incentives, employee relations, and customer relations, scheduled alone or in conjunction with other events.
<b>Cause-Related &amp; Fundraising Events</b>	An event created by or for a charitable or cause-related group for the purpose of attracting revenue, support, and/or awareness, scheduled alone or in conjunction with other events.
<b>Exhibitions, Expositions &amp; Fairs</b>	An event bringing buyers and sellers and interested persons together to view and/or sell products, services, and other resources to a specific industry or the general public, scheduled alone or in conjunction with other events.
<b>Entertainment &amp; Leisure Events</b>	A one-time or periodic, free or ticketed performance or exhibition event created for entertainment purposes, scheduled alone or in conjunction with other events.
<b>Festivals</b>	A cultural celebration, either secular or religious, created by and/or for the public, scheduled alone or in conjunction with other events. (Many festivals include bringing buyer and seller together in a festive atmosphere.)
<b>Government &amp; Civic Events</b>	An event comprised of or created by or for political parties, communities, or municipal or national government entities, scheduled alone or in conjunction with other events.
<b>Marketing Events</b>	A commerce-oriented event to facilitate bringing buyer and seller together or to create awareness of a commercial product or service, scheduled alone or in conjunction with other events.
<b>Meeting &amp; Convention Events</b>	The assembly of people for the purpose of exchanging information, debate or discussion, consensus or decisions, education, and relationship building, scheduled alone or in conjunction with other events.

<b>Social/Life-Cycle Events</b>	A private event, by invitation only, celebrating or commemorating a cultural, religious, communal, societal, or lifecycle occasion, scheduled alone or in conjunction with other events.
<b>Sports Events</b>	A spectator or participatory event involving recreational or competitive sport activities, scheduled alone or in conjunction with other events.